Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A network system comprising:

an analysis engine to interact with a user profile server, a user data collection point and a content management system, the analysis engine to perform an analysis in real-time to generate a ~~result~~ recommendation that is associated with a recommended item, the ~~result~~ recommendation to include a plurality of content types;

the data collection point to provide data to the analysis engine;

the user profile server to provide user data to the analysis engine;

the content management system to manage the ~~result~~ recommendation that is associated with the recommended item and includes the plurality of content types, wherein the plurality of content types includes at least a first content type and a second content type;

a first service point to retrieve a first content type from the content management system, wherein the first content type is associated with the recommended item and is personalized for a first user; and

a second service point to retrieve a second content type from the content management system, wherein the second content type is associated with the

recommended item and is personalized for a second user.

2. (Canceled).

3. (Previously presented) The network system of claim 1, wherein the first service point may be utilized for an at least one of communicating a recommendation for a live agent to a live agent desktop, supporting a request to route data, supporting a request for a live agent assignment, and an providing an outbound campaign service.

4. (Original) The network system of claim 1, wherein the analysis engine is to collect data from a plurality of customer contact points.

5. (Original) The network system of claim 1, wherein the user profile server includes one of static profile attributes and dynamically generated attributes.

6. (Previously presented) The network system of claim 5, wherein input from one of a first live agent and a second live agent updates one of the static profile attributes and the dynamically generated attributes.

7. (Canceled).

8. (Currently Amended) The network system of claim 1, further comprising:

a client request that is communicated to the analysis engine to trigger the analysis engine to perform the analysis in real-time to generate the ~~result~~ recommendation.

9. (Original) The network system of claim 1, wherein the user profile server is coupled to a data repository for service data and metadata.

10. (Previously presented) The network system of claim 1, wherein the user profile server, the analysis engine, and the content management system operate on at least one of a local and remote server.

11. (Currently Amended) A method comprising:

receiving a customer profile, preferences and data wherein the customer profile, the preferences and the data are utilized to perform an analysis in real-time to generate a ~~result~~ recommendation that is associated with a recommended item, the ~~result~~ recommendation to include a plurality of content types;

managing the plurality of content types for a plurality of service points, wherein the plurality of content types includes at least a first content type and a

second content type;

retrieving the first content type by a first service point, wherein the first content type is associated with the recommended item and is personalized for a first user; and

retrieving the second content type by a second service point, wherein the second content type is associated with the recommended item and is personalized for a second user.

12. (Previously presented) The method of claim 11, further comprising:

receiving data from a plurality of customer contact points.

13. (Original) The method of claim 11, wherein the customer profile is provided by a user profile server coupled to an analysis engine.

14. (Original) The method of claim 12, wherein the user profile server includes one of static user profile attributes and dynamically generated attributes.

15. (Original) The method of claim 14, further comprising:

updating one of the static profile attribute and the dynamically generated attribute.

16. (Canceled).

17. (Previously presented) The method of claim 12, wherein the user profile, the analysis engine, and the content management system are operated on at least one of a local server and a remote server.

18. (Currently Amended) A machine readable storage media containing executable program instructions which when executed cause a digital processing system to:

receive a customer profile, preferences and data wherein the customer profile, the preferences and the data are utilized to perform an analysis in real-time to generate a ~~result~~ recommendation that is associated with a recommended item, the ~~result~~ recommendation to include a plurality of content types;

manage the plurality of content types for a plurality of service points, wherein the plurality of content types includes a first content type and a second content type;

retrieve the first content type by the first service point, wherein the first

content type is associated with the recommended item and is personalized for a first user; and

retrieve the second content type by the second service point, wherein the second content type is associated with the recommended item and is personalized for a second user.

19. (Previously presented) The machine readable storage media of claim 18, wherein the method further comprises:

managing the plurality of content types for a plurality of service points.

20. (Original) The machine readable storage media of claim 18, wherein the method further comprises:

collecting data from a plurality of customer contact points.

21. (Original) The machine readable storage media of claim 19, wherein a user profile server is coupled to an analysis engine and a content management system, the content management system manages the plurality of content types.

22. (Original) The machine readable storage media of claim 21, wherein the user profile server includes one of static user profile attributes and dynamically generated attributes.

23. (Previously presented) The machine readable storage media of claim 22, wherein the method further comprises:

updating one of the static profile attribute and the dynamically generated attribute.

24. (Canceled).

25. (Previously presented) The machine readable storage media of claim 22, wherein the user profile server, the analysis engine, and the content management system are operated on at least one of a local server and remote server.

26. (Previously presented) The method of claim 1, wherein multiple content types may be retrieved by a single user.

27. (Previously presented) The method of claim 1, wherein the first content type includes content for live agent assistance and the second content type includes content for customer self-service.

28. (Previously presented) The method of claim 1, wherein the content management system includes a plurality of content collections.

29. (Previously presented) The method of claim 28, wherein the content management system utilizes the plurality of content collections to control access to the plurality of content types.

30. (Currently Amended) A network system comprising:

a first means for interacting with a second means, a third means and a fourth means, the first means for performing an analysis in real-time to generate a ~~result~~ recommendation that is associated with a recommended item, the ~~result~~ recommendation to include a plurality of content types;

the third means for providing data to the analysis engine;

the second means for providing user data to the analysis engine;

the fourth means for managing the ~~result~~ recommendation that is associated with the recommended item and includes the plurality of content

types, wherein the plurality of content types includes at least a first content type and a second content type;

a fifth means for retrieving a first content type from the fourth means, wherein the first content type is associated with the recommended item and is personalized for a first user; and

a sixth means for retrieving a second content type from the content management system, wherein the second content type is associated with the recommended item and is personalized for a second user.